

MTD Sales
996.42 L

Brand Share %
10.37 %

Information:

MTD : 01-09-2026 To 23-09-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **10.37 %** are only listed below

Property	MTD Sales L	Brand Share %
Fridge	544.64	21.98 %
Wash-Mac	416.95	18.26 %
Air-Cond	34.43	0.73 %
Dishwash	0.40	0.36 %
Total	996.42	10.37 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	156.95	9.41 %
CHENNAI-01	137.96	8.62 %
TRICHY-01	137.35	10.97 %
SOUTH-03	125.14	11.51 %
CHENNAI-02	118.26	9.26 %
NORTH ARCOT	78.00	10.71 %
SOUTH ARCOT	68.70	10.17 %
WEST-02	67.42	13.24 %
WEST-01	61.19	15.13 %
WEST-03	45.46	11.27 %
Total	996.42	10.37 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Fridge	92.74	23.15 %
Wash-Mac	61.69	16.77 %
Air-Cond	2.94	0.33 %
Dishwash	-0.42	-2.23 %
Total	156.95	9.41 %

Branch *	MTD Sales L	Brand Share %
KVT1	8.35	7.33 %
RPM1	6.85	8.33 %
TUT2	6.77	9.34 %
RND2	4.73	9.62 %
TKS2	3.64	5.77 %
TYI1	3.29	10.34 %
TVL1	2.88	1.58 %
VLY1	2.73	5.04 %
NGR1	2.67	3.14 %
SDI1	2.43	6.46 %
RND1	2.19	4.33 %
MAR1	2.17	5.31 %
ASM1	1.84	6.65 %
KGL1	0.85	4.65 %
TKY1	0.15	0.86 %
SGT1	0.09	1.22 %
S2SD	-0.46	-4.46 %
Total	156.95	9.41 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Fridge	73.35	19.73 %
Wash-Mac	59.97	17.84 %
Air-Cond	4.22	0.49 %
Dishwash	0.42	1.31 %
Total	137.96	8.62 %

Branch *	MTD Sales L	Brand Share %
CH05	10.65	9.67 %
CH47	9.62	8.75 %
CH49	8.53	9.82 %
CH14	8.30	9.24 %
CH28	6.97	9.28 %
AVD1	6.33	10.32 %
CH25	6.10	9.89 %
CH48	5.21	7.35 %
GUD1	4.88	7.36 %
CH19	4.31	4.85 %
CH30	3.49	5.21 %
CH42	3.27	4.20 %
KNR1	3.23	10.33 %
CH08	2.99	8.32 %
CH38	2.94	9.20 %
CGL1	2.09	7.30 %
CH07	1.49	2.23 %
CZWH	1.33	2.98 %
MRM1	1.12	2.83 %
CH39	0.78	2.68 %
MC09	0.26	2.83 %
CH29	0.15	3.15 %
Total	137.96	8.62 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Fridge	83.89	26.63 %
Wash-Mac	48.21	20.61 %
Air-Cond	5.25	0.76 %
Total	137.35	10.97 %

Branch *	MTD Sales L	Brand Share %
TRY1	19.00	8.78 %
TNJ2	5.32	9.22 %
PBR2	5.12	7.51 %
PTK1	4.51	7.89 %
NGT1	4.37	9.06 %
TRY3	3.94	10.11 %
TVR2	3.90	6.25 %
KUM1	3.80	5.31 %
PBR1	2.21	8.72 %
KUM2	1.18	3.76 %
WTRZ	-1.44	9.64 %
Total	137.35	10.97 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Fridge	65.19	22.16 %
Wash-Mac	53.96	20.25 %
Air-Cond	5.59	1.07 %
Dishwash	0.40	6.74 %
Total	125.14	11.51 %

Branch *	MTD Sales L	Brand Share %
MDU2	6.65	9.55 %
MPA1	3.39	10.22 %
KRR1	3.18	8.40 %
MDU7	3.16	10.05 %
ATG1	3.11	7.91 %
MDU4	2.87	10.30 %
PVI1	2.67	5.29 %
TMM1	1.83	5.80 %
DGL2	1.77	7.17 %
TEN2	1.74	10.24 %
NKI1	1.21	6.81 %
BNR1	0.98	5.34 %
KPT1	0.73	9.01 %
KYK1	0.67	6.44 %
MLR1	0.62	3.72 %
PNV2	0.50	3.37 %
CMR1	0.46	7.87 %
MNM1	0.30	2.49 %
BTU1	0.19	1.39 %
ODM1		0.00 %
WHMD	-0.19	2.57 %
Total	125.14	11.51 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Fridge	60.18	20.39 %
Wash-Mac	52.52	18.77 %
Air-Cond	5.55	0.81 %
Total	118.26	9.26 %

Branch *	MTD Sales L	Brand Share %
CH15	13.25	9.64 %
CH18	6.68	8.50 %
CH06	4.61	8.86 %
CH41	4.11	10.35 %
CH21	3.69	4.60 %
CH33	3.68	8.63 %
CH44	3.68	9.54 %
CH12	3.66	5.90 %
CH51	3.49	4.88 %
CH20	3.49	7.00 %
CH34	3.28	7.42 %
CH43	2.29	6.38 %
UKI1	1.55	6.19 %
GPD1	1.44	7.45 %
CH24	1.01	1.51 %
CH01	0.35	7.97 %
CH36	0.19	0.97 %
CH23	0.15	0.91 %
CH32		0.00 %
MC05		0.00 %
MC06		0.00 %
WCHN	-3.33	5.96 %
Total	118.26	9.26 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	42.68	22.57 %
Wash-Mac	33.43	18.55 %
Air-Cond	1.89	0.54 %
Total	78.00	10.71 %

Branch *	MTD Sales L	Brand Share %
VEL2	4.33	8.76 %
ABR1	3.68	10.34 %
TRR1	3.41	8.78 %
VEL4	2.69	4.32 %
TRT1	2.06	9.17 %
SBR1	2.04	3.62 %
VS11	1.75	7.72 %
CYR1	1.16	7.00 %
VEL3	0.95	1.85 %
ARC2	0.76	5.28 %
VNB1	0.42	2.19 %
BGR1	0.34	2.51 %
KPM1	0.17	0.80 %
PLR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
NASD	-0.26	8.46 %
Total	78.00	10.71 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Fridge	38.08	20.84 %
Wash-Mac	29.96	18.08 %
Air-Cond	0.66	0.21 %
Total	68.70	10.17 %

Branch *	MTD Sales L	Brand Share %
POY1	6.18	8.32 %
VPM2	3.51	8.78 %
PRT1	3.02	9.43 %
SJI2	2.35	5.94 %
NVL2	2.10	6.08 %
POY2	2.08	4.84 %
KKI2	1.85	7.07 %
TVM1	1.02	7.04 %
VCM2	0.29	1.30 %
TVM2	0.22	1.08 %
VCM1		0.00 %
WHUT	-0.31	4.03 %
Total	68.70	10.17 %

WEST-02

Property	MTD Sales L	Brand Share %
Fridge	33.94	18.88 %
Wash-Mac	32.17	18.63 %
Air-Cond	1.32	0.85 %
Total	67.42	13.24 %

Branch *	MTD Sales L	Brand Share %
SLM1	4.68	9.65 %
ATU1	2.81	8.80 %
SLM2	2.49	8.75 %
MCR1	1.80	6.89 %
DPR2	0.98	9.12 %
PNG1	0.92	8.35 %
HRR1	0.81	7.77 %
KAM1	0.35	2.60 %
SGI1		0.00 %
WZWH	-0.14	-2.44 %
Total	67.42	13.24 %

WEST-01

Property	MTD Sales L	Brand Share %
Fridge	30.65	21.67 %
Wash-Mac	27.63	18.43 %
Air-Cond	2.91	2.70 %
Total	61.19	15.13 %

Branch *	MTD Sales L	Brand Share %
PLI1	1.84	6.78 %
SNR1	1.40	5.79 %
SUL1	1.31	7.15 %
ANR1	0.41	10.04 %
PDM1	0.16	2.38 %
WHCB	-0.87	6.56 %
Total	61.19	15.13 %

WEST-03

Property	MTD Sales L	Brand Share %
Fridge	23.95	22.24 %
Wash-Mac	17.41	13.40 %
Air-Cond	4.10	2.53 %
Total	45.46	11.27 %

Branch *	MTD Sales L	Brand Share %
ERD2	4.76	7.09 %
NKL2	3.20	6.41 %
TPR1	2.14	7.44 %
AVI1	1.35	7.69 %
SYM2	0.53	3.91 %
TPR4	0.32	5.73 %
VKL1	0.17	2.88 %
W3SD	-0.73	-86.11 %
Total	45.46	11.27 %